New Venture: Maximum Vacuums (MaxVacs)

- MaxVacs offers a new vacuum cleaner to the household market – it's a great day for everyone.
- Various statements are now being made:

MAXVACS → ??? has confirmed that the vacuum creates continuous suction — **VERIFICATION**

MAXVACS AND REGULATOR → ??? has confirmed the suction is sufficiently strong to serve the primary aim of MaxVacs' target market.

DICKIE WHITAKER → ??? has confirmed that the suction is sufficient to pick up pet hair from their £200k Afghan rug

VALIDATION

MAXVACS AND RICHARD DIXON → ??? has quantified that the vacuum collects 20% more pet hair than the current leading vacuum on the market

STEVE JEWSON → ??? has quantified that the vacuum performs 50% worse at picking up everyday household dust — **EVALUATION**

MATT DONOVAN → ??? has proven that the vacuum picks up <99% of the elephant dung at the local zoo

Definitions & Responsibilities

- We desperately need rigour around **definitions** and **responsibilities** in the cat model market – vendors, regulators and users can all help.

- My personal feelings:
  - VERIFICATION should be done by **vendors**.
  - "GLOBAL" VALIDATION should be done by **vendors and regulators** – but only **for an idealised/average user** in the target market.
  - "LOCAL" VALIDATION should be done by **all users (with regulator confirmation)** for their specific use cases.
  - VALIDATION criteria should be set by **regulators and independent, risk literate experts**.
  - VALIDATION by **vendors** should be produced in a way that allows **user-based inter-comparative** evaluations to be carried out (note – this is almost always impossible at present).
  - EVALUATION done by vendors is **always** likely to have a marketing slant.
  - EVALUATION should have **measurable, worth-based** output, VALIDATION should be **pass vs fail** output.
  - KEY TAKEAWAY: Dickie, Matt, Richard and Steve all moonlight as vacuum cleaner testers.